

## Bay Area Local Contractors Reach of Channel Utilization for Federal Fiscal Year 05

Channels utilized for services provided
---

Reporting Period	October 1, 2004 - March 31, 2005		April 1, 2005 - September 30, 2005		Year Totals	
Activity	Utilized Channel	Percent of Agencies	Utilized Channel	Percent of Agencies	Average Utilized Channel	Average Percent of Agencies
LOCAL CONTRACTS	24	100%	26	100%	25	100%
CHANNELS						
Colleges and Universities	4	17%	6	23%	5	20%
Community Based Organizations	15	63%	17	65%	16	64%
Community Clinic	10	42%	10	38%	10	40%
Community Youth Organizations	11	46%	12	46%	12	46%
Faith/Church Sites	7	29%	10	38%	9	34%
Farmers' Markets	11	46%	12	46%	12	46%
Food Closets	8	33%	8	31%	8	32%
Grocery Stores	6	25%	7	27%	7	26%
Healthcare Facilities	6	25%	3	12%	5	18%
Healthy/Head Start	7	29%	9	35%	8	32%
Internet	15	63%	17	65%	16	64%
Parks, Recreation Centers	9	38%	12	46%	11	42%
Preschools	9	38%	10	38%	10	38%
Print Media	18	75%	21	81%	20	78%
Public Health Department	14	58%	14	54%	14	56%
Radio	7	29%	10	38%	9	34%
Restaurants	1	4%	0	0%	1	2%
Schools	19	79%	20	77%	20	78%
Senior Centers	5	21%	8	31%	7	26%
Soup Kitchens	5	21%	6	23%	6	22%
Television	5	21%	9	35%	7	28%
Tribal Organizations	2	8%	4	15%	3	12%
WIC Sites	10	42%	9	35%	10	38%
Worksites	10	42%	6	23%	8	32%
Other	13	54%	12	46%	13	50%
LOCAL TOTALS						

**Bay Area Local Contractors**  
**Reach of Media Advertising Efforts for Federal Fiscal Year 05**

Advertising includes any paid or public service placement that has a commercial look and does not contain editorial material. It includes PSA's for radio, TV, paid news print advertising, and outdoor placements such as billboards and bus wraps.

Reporting Period	October 1, 2004 - March 31, 2005		April 1, 2005 - September 30, 2005		Year Totals	
Type of Advertising	Inputs	Consumer Impressions	Inputs	Consumer Impressions	Total Inputs	Total Consumer Impressions
<b>LOCAL CONTRACTS</b>	<b>24</b>		<b>26</b>			
<b>TV</b>						
paid TV ads	7	0	1	500,000	8	500,000
free TV ads	0	0	12	82,085,000	12	82,085,000
<b>Radio</b>						
paid radio ads	0	0	1	80,000	1	80,000
free radio ads	0	0	7	244,192	7	244,192
<b>Print</b>						
paid ads placed	4	94,000	4	394,989	8	488,989
<b>Outdoor</b>						
paid ads placed on billboards, bus stops, or other outdoor advertising	0	0	1	4,013,984	1	4,013,984
free print ads on kiosks or posters	2	0	3	416,528	5	416,528
<b>LOCAL TOTALS</b>	<b>13</b>	<b>94,000</b>	<b>29</b>	<b>87,734,693</b>	<b>42</b>	<b>87,828,693</b>

Consumer Impressions may be duplicated counts

**Bay Area Local Contractors**  
**Reach of Public Relation Efforts for Federal Fiscal Year 05**

Public Relations activities are things a program does to generate free news coverage of program activities or issues a program is trying to highlight.

Reporting Period	October 1, 2004 - March 31, 2005		April 1, 2005 - September 30, 2005		Year Totals	
Type of Advertising	Inputs	Consumer Impressions	Inputs	Consumer Impressions	Total Inputs	Total Consumer Impressions
<b>LOCAL CONTRACTS</b>	<b>24</b>		<b>26</b>			
<b>TV</b>						
# Agencies that submitted media alerts or tip sheets to TV	2	n/c	6	n/c	8	n/c
# Media alerts or tip sheets submitted	13	n/c	63	n/c	76	n/c
# Agencies that submitted press releases	5	n/c	9	n/c	14	n/c
# press releases submitted	73	n/c	96	n/c	169	n/c
TV stories aired from releases	0	n/c	0	n/c	0	n/c
Total TV interviews conducted	13	n/c	0	n/c	13	n/c
TV stories from interviews	7	n/c	0	n/c	7	n/c
<b>Total number of TV inputs</b>	<b>113</b>	<b>n/c</b>	<b>174</b>	<b>n/c</b>	<b>287</b>	<b>n/c</b>
<b>Radio</b>						
# Agencies that submitted media alerts or tip sheets to radio	3	n/c	6	n/c	9	n/c
# Media alerts or tip sheets submitted	25	n/c	45	n/c	70	n/c
# Agencies that submitted press releases	6	n/c	9	n/c	15	n/c
# Press releases submitted to radio	57	n/c	69	n/c	126	n/c
Radio Stories from releases	1	n/c	8	n/c	9	n/c
Total # radio interviews conducted	9	n/c	9	n/c	18	n/c
Total # radio interviews aired	5	n/c	7	n/c	12	n/c
<b>Total number of radio inputs</b>	<b>106</b>	<b>n/c</b>	<b>153</b>	<b>n/c</b>	<b>259</b>	<b>n/c</b>
<b>Print</b>						
# Agencies that submitted media alerts or tip sheets to newspaper	7	n/c	9	n/c	16	n/c
# Media alerts or tip sheets submitted	2,569	n/c	275	n/c	2,844	n/c
# Agencies that submitted press releases	0	n/c	14	n/c	14	n/c
# Press releases submitted to print	68,749	n/c	444	n/c	69,193	n/c
Total print stories printed	8	n/c	31	n/c	39	n/c
Interviews with print outlets	24	n/c	38	n/c	62	n/c
Print Stories from interviews	14	n/c	39	n/c	53	n/c
<b>Total number of print inputs</b>	<b>71,371</b>	<b>n/c</b>	<b>850</b>	<b>n/c</b>	<b>72,221</b>	<b>n/c</b>
<b>LOCAL TOTALS</b>	<b>71,590</b>	<b>n/c</b>	<b>1,177</b>	<b>n/c</b>	<b>72,767</b>	<b>n/c</b>

n/c = not collected

Consumer Impressions may be duplicated counts

**Bay Area Local Contractors**  
**Reach of Media Advocacy Efforts for Federal Fiscal Year 05**

Media advocacy describes when media is used to promote a policy agenda. It includes three basic steps: setting the agenda, shaping the debate, and advancing the policy. Media advocacy work has a clear expectation of social change resulting from the efforts.

Reporting Period	October 1, 2004 - March 31, 2005		April 1, 2005 - September 30, 2005		Year Totals	
Type of Advertising	Inputs	Consumer Impressions	Inputs	Consumer Impressions	Total Inputs	Total Consumer Impressions
<b>LOCAL CONTRACTS</b>	<b>24</b>		<b>26</b>			
# Feature Articles Submitted	10	n/c	16	n/c	26	n/c
Total Feature Stories Run	9	n/c	17	n/c	26	n/c
# Letters to Editor Submitted	1	n/c	7	n/c	8	n/c
Total Letters to the Editor Run	1	n/c	6	n/c	7	n/c
Total Editorial Board Meetings Attended	0	n/c	0	n/c	0	n/c
<b>LOCAL TOTALS</b>	<b>21</b>	<b>n/c</b>	<b>46</b>	<b>n/c</b>	<b>67</b>	<b>n/c</b>

n/c = not collected

Consumer Impressions may be duplicated counts

Bay Area Local Contractors  
Reach of Sales Promotions Activities for Federal Fiscal Year 05 (Page 1 of 2)

Reporting Period	October 1, 2004 - March 31, 2005	April 1, 2005 - September 30, 2005	Year Totals
------------------	-------------------------------------	---------------------------------------	-------------

[illegible]

Bay Area Local Contractors  
Reach of Sales Promotions Activities for Federal Fiscal Year 05 (Page 2 of 2)

Reporting Period	October 1, 2004 - March 31, 2005	April 1, 2005 - September 30, 2005	Year Totals
------------------	-------------------------------------	---------------------------------------	-------------

Activity	Number of Events / Activities	Number of Participants (Consumer Impressions)	Number of Events / Activities	Number of Participants (Consumer Impressions)	Total Number of Events / Activities	Total Consumer Impressions
<b>LOCAL CONTRACTS</b>	<b>24</b>		<b>26</b>			
<b>Other Special Events</b>						
# organized sports events	42	3,870	34	11,111	76	14,981
# health fairs/festivals	97	24,524	181	168,305	278	192,829
# community forums	8	800	18	817	26	1,617
# federal food assistance	143	22,569	19	7,230	162	29,799
# swap meets	0	0	1	1,000	1	1,000
# open houses/back to school	20	3,002	204	81,734	224	84,736
# speeches, conferences	7	18	18	5,891	25	5,909
# of other events	233	513,880	159	26,933	392	540,813
# radio remotes	0	0	3	225	3	225
<b>Total Special Events</b>	<b>550</b>	<b>568,663</b>	<b>637</b>	<b>303,246</b>	<b>1,187</b>	<b>871,909</b>
<b>LOCAL TOTALS</b>	<b>620</b>	<b>572,020</b>	<b>835</b>	<b>311,195</b>	<b>1,455</b>	<b>883,215</b>

Consumer Impressions may be duplicated counts

# Bay Area Local Contractors

## Reach Personal Sales for Federal Fiscal Year 05 (Page 1 of 3)

Personal sales are most like traditional nutrition education. Classes are defined as a single class and/or each lesson in a series of separate lessons or professional development sessions. Participation in one class is the sum of individuals attending a single class or one lesson in a series. In a series of classes, each class must be included in the total number of impressions. Materials distribution is also considered a "personal sales" activity. Please write the name of each item distributed and the number that was distributed.

Reporting Period	October 1, 2004 - March 31, 2005		April 1, 2005 - September 30, 2005		Year Totals	
Activity	Number of Classes / Activities	Number of Participants (Consumer Impressions)	Number of Classes / Activities	Number of Participants (Consumer Impressions)	Total Number of Classes / Activities	Total Consumer Impressions
<b>LOCAL CONTRACTS</b>	<b>24</b>		<b>26</b>			
<b>Classes and Trainings</b>						
# nut ed classes conducted	11,920	779,060	7,620	486,003	19,540	1,265,063
# provider training classes	251	10,381	148	3,292	399	13,673
# pa-nut class	6,406	148,062	750	8,716	7,156	156,778
# "other" classes	950	24,563	665	18,195	1,615	42,758
<b>Total Classes and Trainings</b>	<b>19,527</b>	<b>962,066</b>	<b>9,183</b>	<b>516,206</b>	<b>28,710</b>	<b>1,478,272</b>

Reach of Network Personal Sales Activities for Locals on the following page

Consumer Impressions may be duplicated counts

Bay Area Local Contractors  
Reach of Personal Sales Activities Federal Fiscal Year 05 (Page 2 of 3)

[illegible]



Bay Area Local Contractors  
Reach of Network Personal Sales Activities Federal Fiscal Year 05 (Page 3 of 3)

[illegible]

**Bay Area Local Contractors**  
**Reach of Policy Change Efforts for Federal Fiscal Year 05 (Page 1 of 2)**

Environmental change includes changes to the economic, social or physical environments.

Reporting Period	October 1, 2004 - March 31, 2005		April 1, 2005 - September 30, 2005		Year Totals	
Activity	Support Policy Change	Percent of Agencies	Support Policy Change	Percent of Agencies	Average Support Change	Average Percent of Agencies
<b>LOCAL CONTRACTS</b>	<b>24</b>	<b>100%</b>	<b>26</b>	<b>100%</b>	<b>25</b>	<b>100%</b>
<b>ENVIRONMENT</b>						
Advocated for increased fruits and vegetables at local stores	9	38%	7	27%	8	32%
Developed partnerships to work towards environmental change	19	79%	18	69%	19	74%
Developed, maintained school or community garden	12	50%	8	31%	10	40%
Encouraged restaurants and grocery stores to carry culturally appropriate foods	2	8%	4	15%	3	12%
Improved food choices at functions	21	88%	21	81%	21	84%
Improved food choices in cafeteria	13	54%	10	38%	12	46%
Increased daily nutrition announcements	17	71%	17	65%	17	68%
Increased lighting, paths, times to promote biking and walking	3	13%	3	12%	3	12%
Initiated/Implemented salad bar program	1	4%	7	27%	4	16%
Limited access to high fat milk products	7	29%	7	27%	7	28%
Limited access to junk food	13	54%	15	58%	14	56%
Limited access to soda	11	46%	15	58%	13	52%
Made healthy snack carts available	5	21%	9	35%	7	28%
Replaced vending machine choices with healthier foods	8	33%	11	42%	10	38%
Worked to improve transportation from markets	2	8%	4	15%	3	12%
<b>LOCAL TOTALS</b>						
Policy, Systems & Environment changes continue on the next page.						

Bay Area Local Contractors  
Reach of Policy Change Efforts for Federal Fiscal Year 05 (page 2 of 2)

Policies include laws, regulations and rules (both formal and informal). Examples: school board food policies banning the sale of soda and junk food on school campuses; organizational rules that provide time off during work hours for physical activity.

Reporting Period	October 1, 2004 - March 31, 2005		April 1, 2005 - September 30, 2005		Year Totals	
Activity	Support Policy Change	Percent of Agencies	Support Policy Change	Percent of Agencies	Average Support Change	Average Percent of Agencies
<b>LOCAL CONTRACTS</b>	<b>24</b>	<b>100%</b>	<b>26</b>	<b>100%</b>	<b>25</b>	<b>100%</b>
<b>POLICY</b>						
Passed city ordinances that related to physical activity or nutrition	3	13%	0	0%	2	6%
Passed regulations that decreased or eliminated soda	5	21%	3	12%	4	16%
Policy changes related to Food Security	7	29%	5	19%	6	24%
Ratified rules about serving healthier foods at events	6	25%	9	35%	8	30%
Ratified rules to promote physical activity	6	25%	6	23%	6	24%
Worked towards creating laws that banned sponsorship from competitive foods	3	13%	9	35%	6	24%
Worked towards or responded to policies about food stamps, food security to food banks	5	21%	4	15%	5	18%
Worked with groups for policy agenda	9	38%	17	65%	13	51%
Wrote or responded to legislative bills pertaining to healthy eating or physical activity	8	33%	9	35%	9	34%
Other environmental changes	6	25%	5	19%	6	22%
<b>LOCAL TOTALS</b>						